

Sequestration in the Media: Changes in Public Perception



*Third Annual Conference on
Carbon Sequestration
Alexandria, VA, May 2-6, 2004*

*Phil DiPietro and Rose Dakin,
Energetics Inc.
and Sarah Forbes, NETL*

National Energy Technology Laboratory



Office of Fossil Energy



Purpose of the Analysis

- Assemble and study published articles on Carbon Sequestration between 1989 and 2003
- Quantify trends, themes and areas of emphasis
- Compare results to priorities within the carbon sequestration research community



Methodology

- **Use data on sequestration-related articles from NETL's Carbon Sequestration Newsletter**
 - Conduct additional archive searches to find missed articles and articles that pre-date the newsletter
- **Define a set of sequestration-related topics**
- **Read the articles, note the topics mentioned in each, and record the data**
- **Analyze the data to find trends**



Data Set

- **321 articles from 168 publications**
- **Publications were organized into six categories**
 - Mainstream news (29 publications, 69 stories)
 - Scientific/industry journal (45 sources, 90 stories)
 - Policy-oriented sources (16 sources, 44 stories)
 - International newspapers (27 publications, 32 stories)
 - News wires and press releases (34 sources, 65 stories)
 - Small market newspapers (17 publications, 20 stories)



Media Firsts

- **First mention of carbon Sequestration**
 - 1989 *New York Times*, “To Halt Climate Change, Scientists Try Trees”
- **First geosequestration (in an article on ocean sequestration)**
 - June 1999 *Financial Times*, “Deep-sea Solution to Cool a Fevered World”



Science Meets Sensationalism in the Popular Press

“In Global Warming War, Plowshares are Swords”

“A Deep Six Fix”

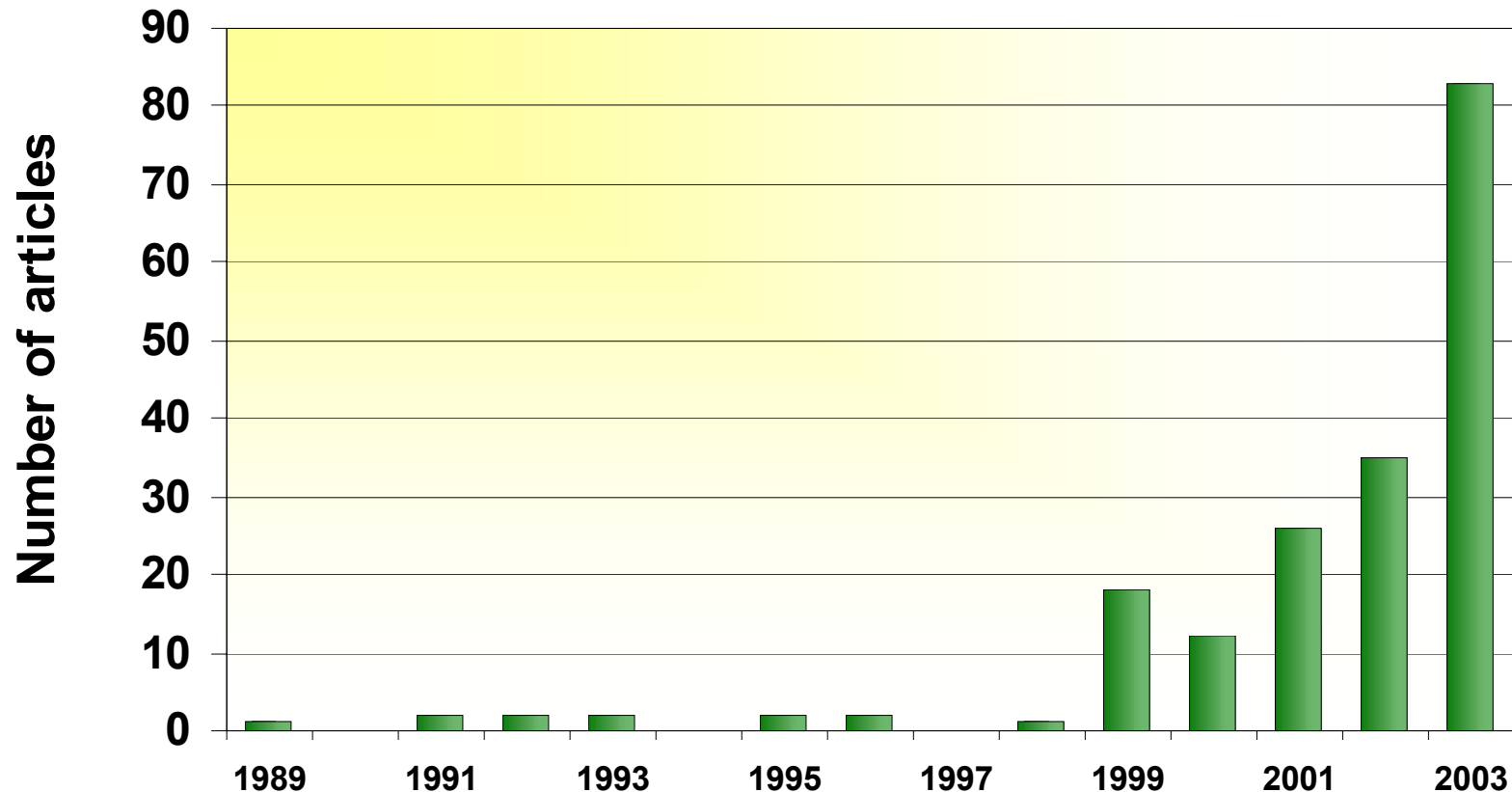
“Oceanography: Problems with Geritol Solution”

“Adventures in Smog Trading”

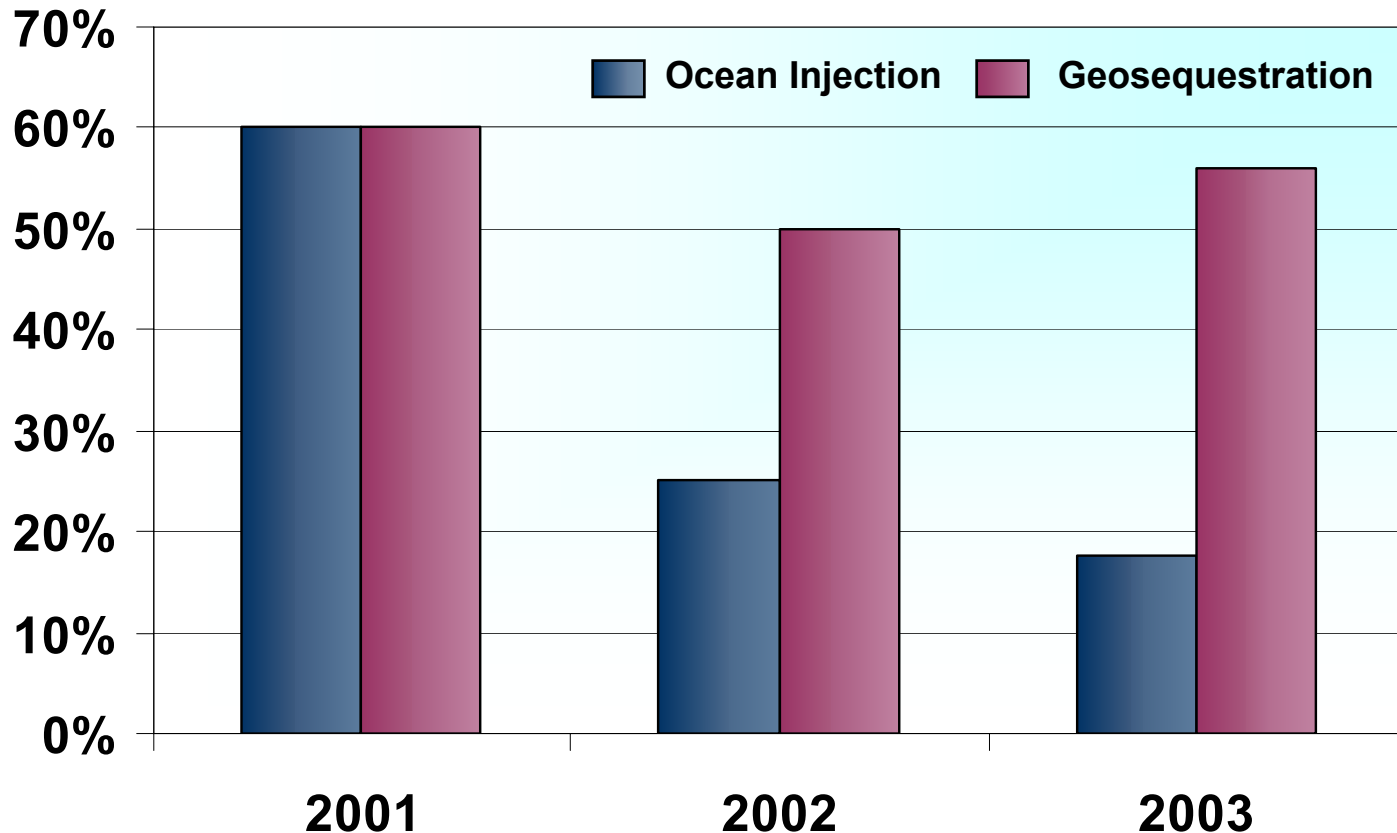
“Where CO₂ Goes to Die”



Results: Sequestration in Mainstream Media, *1989-2003*



Percent of Mainstream Articles That Mention Ocean Injection, Geosequestration

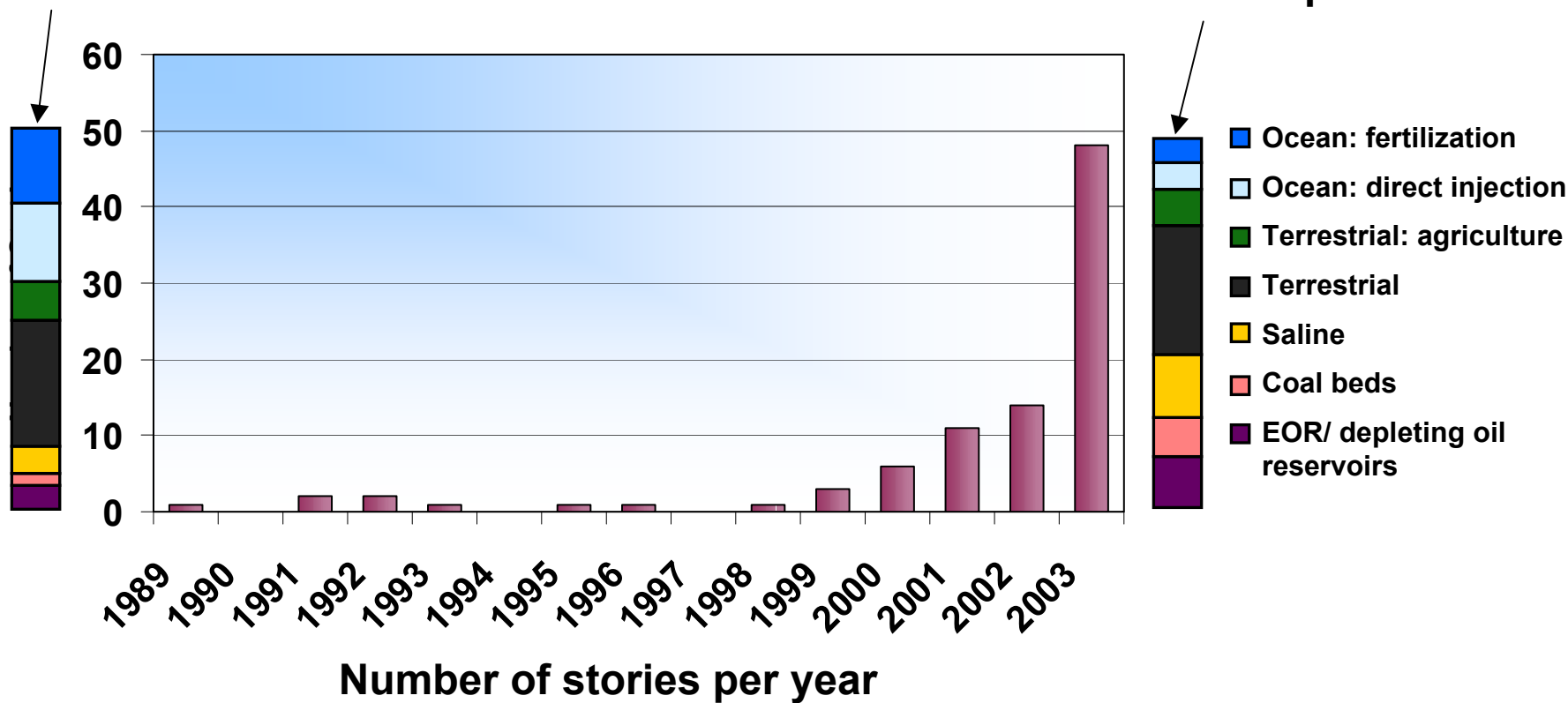


*First geosequestration mention (in an article on ocean sequestration)
June 1999 Financial Times, "Deep-sea Solution to Cool a Fevered World"*

Sequestration Stories in the Mainstream Media 1989-2003

1989-2000
Aggregate

2003 Topics



Mainstream Media Publications and Number of Sequestration-related Articles, 1989 -2003

The Baltimore Sun	2	The Los Angeles Times	2
BBC	3	National Public Radio	1
The Boston Globe	1	The New York Times	15
Business Week	1	PBS	1
The Chicago Sun-Times	1	The Philadelphia Enquirer	2
The Chicago Tribune	2	The Pittsburgh Tribune Review	1
The Christian Science Monitor	4	Salon	1
CNN	1	Time International	1
The Denver Post	1	US News & World Report	3
The Economist	4	USA Today	1
The Financial Times (UK)	4	Voice of America	1
Foreign Affairs	1	The Wall Street Journal	3
The Guardian (UK)	3	The Washington Post	5
The Houston Business Journal	1	Wired	2
The Houston Chronicle	1		



NY Times

Headlines From Sequestration-related Articles

Jul-89	To Halt Climate Change, Scientists Try Trees
Jun-92	Trees Aren't a 'Magic Answer' on Warming
Nov-95	Scientists Say Rain Forests Lower Levels of Global Carbon Dioxide
Mar-98	Scientists Are Turning to Trees to Repair the Greenhouse
May-00	Seas and Soils Emerge as Keys to Climate
Sep-00	Planting New Forests Can't Match Saving Old Ones in Cutting Greenhouse Gases, Study Finds
Feb-01	Report to Back Forests to Fight Warming
Jun-01	In President's Words: 'A Leadership Role on the Issue of Climate Change'
Jun-01	A New Plan to Capture Greenhouse Gas
Nov-01	Plan Calls for Using Oceans to Soak up CO ₂ , Critics Cite Peril
Jan-03	The Climate Stewardship Act of 2003
Feb-03	US Seeking Cleaner Model of Coal Plant
Nov-03	As Earth warms, the Hottest Issue is Energy
Nov-03	Plan Gives US Farmers a Role in Fighting Global Warming



Washington Post

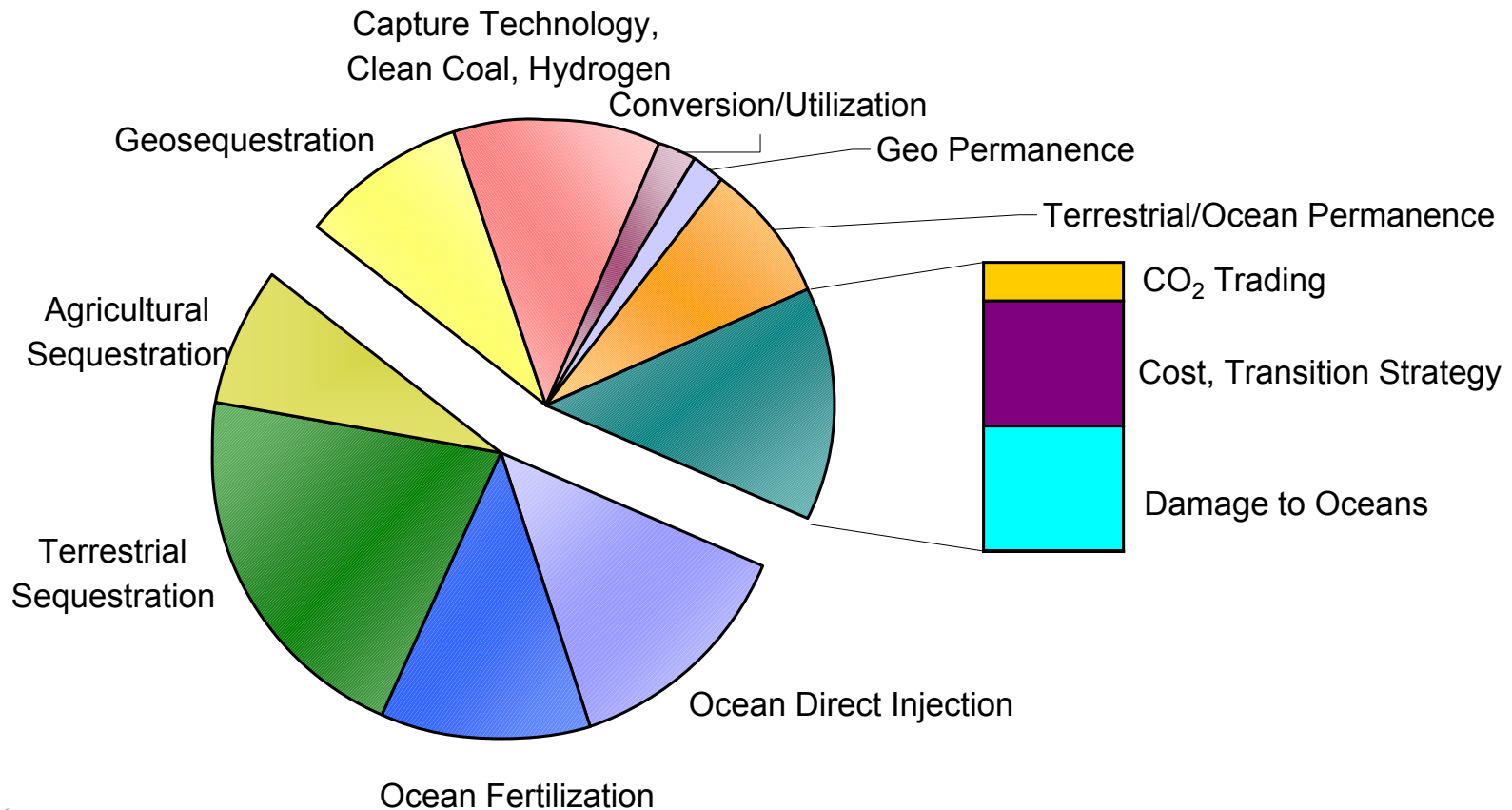
Headlines From Sequestration-related Articles

Jan-91	Oceanography: Problems With 'Geritol Solution'
Sep-92	Global Warming: What My Father Really Said
Jul-99	SCIENCE NOTEBOOK Cleaning Up the Atmosphere
Apr-02	A New Outlet for Venter's Energy; Genome Maverick To Take On Global Warming
Aug-02	"On Farms, a No-Till Tactic on Global Warming,"



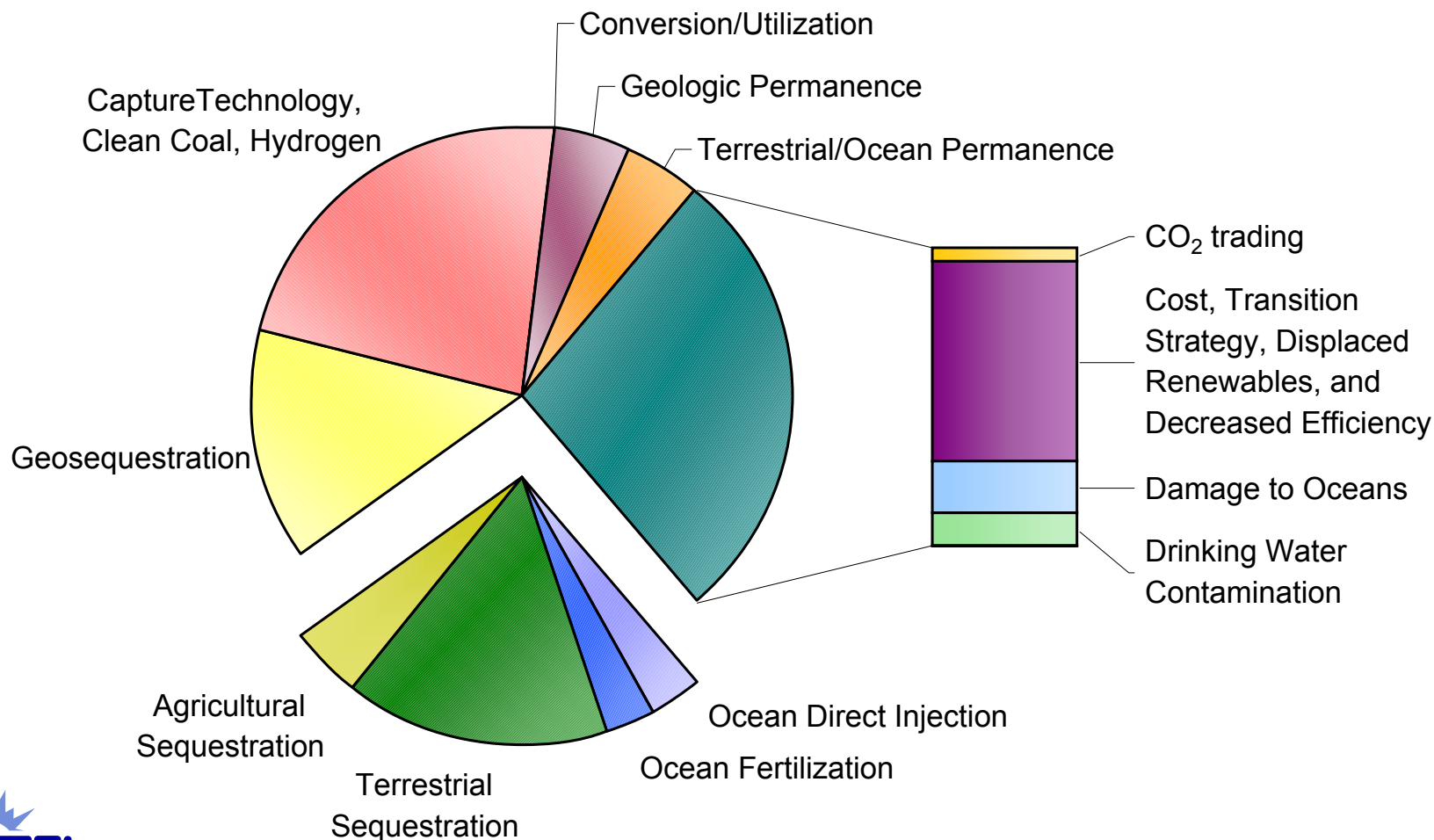
1989-2000 Mainstream Media Topics

Roughly 55% of The Mainstream Media Focus was on Ocean and Terrestrial Sequestration

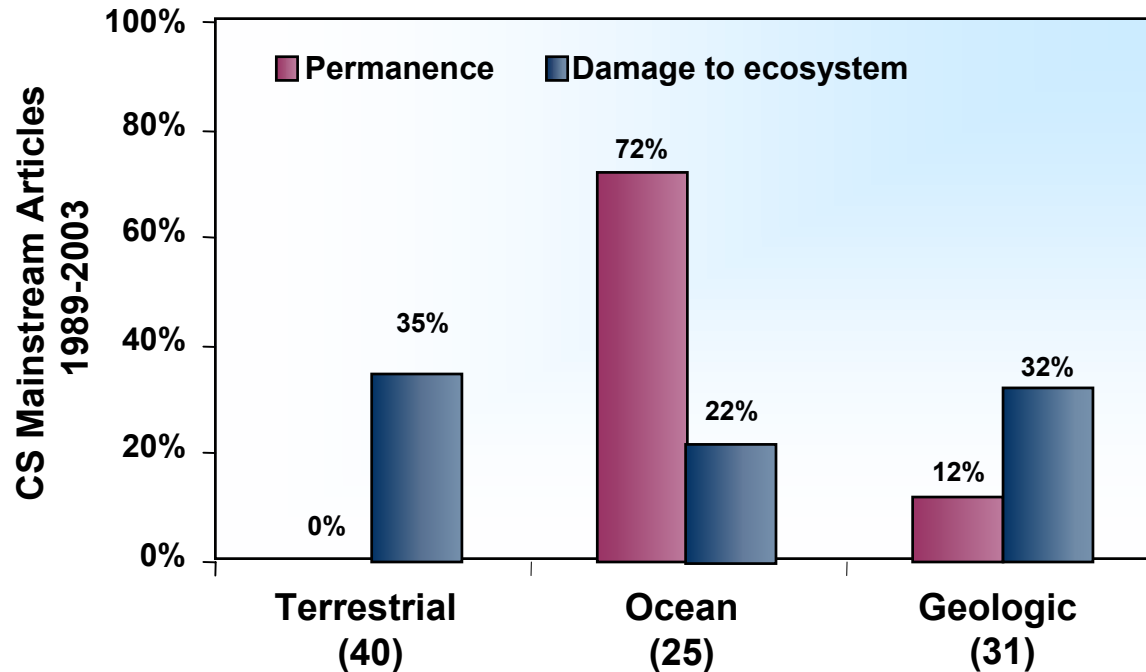


Last Six Months of 2003 Coverage

Roughly 27% of the Media Focus was on Terrestrial and Ocean Sequestration



Environmental Concerns



- 72 % of the articles that focus on deep-sea injection also mention ecosystem health risks
- 12% of geologic articles mention catastrophic release or drinking water contamination
- 5% of terrestrial articles mention forest fire risks

International Press

International news has focused on regional interests, especially where action could lead to a potential market opening:

- **Canada: EOR and forestry**
- **Australia: pros and cons of CO₂ sequestration**
- **Japan: Geologic and ocean**
- **China: Enhanced coalbed methane**
- **Netherlands: Geologic sequestration**
- **UK: strong focus on all sequestration issues**

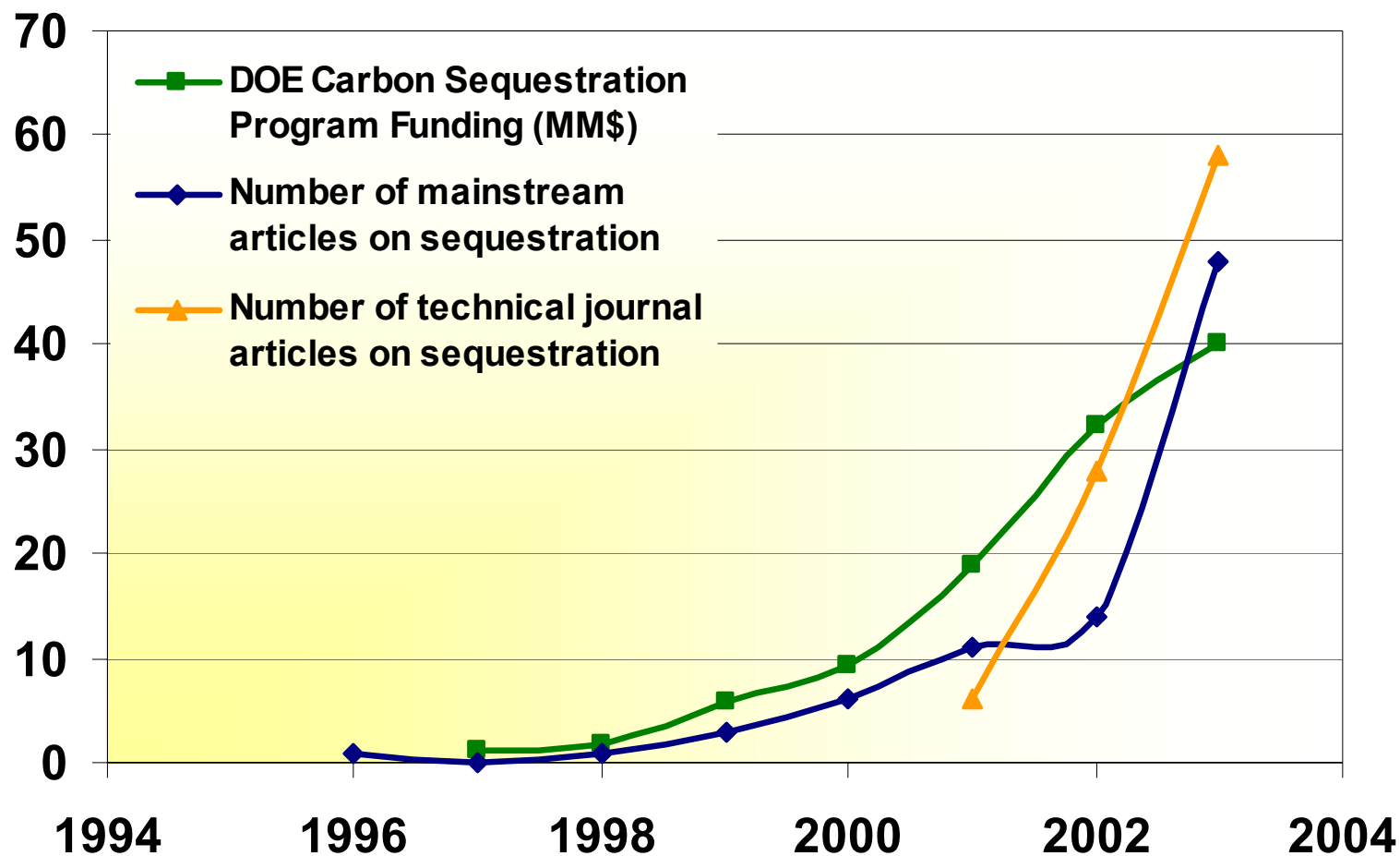


International Press

Publication Name	Focus Area(s)	Region
The National	EOR	Canada
The Ottawa Citizen	Ocean Fertilization	
Calgary Herald	EOR	
The Calgary Sun	EOR	
The Leader Post	IPCC Workshop	
Canada Newswire	Terrestrial, Capture	
Daily Herald Tribune	EOR	
The Star Phoenix	Agriculture	
Edmonton Journal	Geologic	
Sydney Morning Herald	Geologic	Australia
ABC	Anti-geologic	
Yorke Peninsula Country Times	Geologic	
The Age	Anti-geologic	
Weekly Times	Agriculture	
China Daily	ECBM	Asia
India Times	Oceans	
Japan Corporate News Network	EOR, Geologic	
The Nikkei weekly	Ocean/Conversion	
Kyodo News	Bioengineering	
Asia Pulse	Terrestrial	
International Oil Daily	Geologic	Europe
European Chemical News	Capture	
Chemie De	ECBM	
Reuters UK	Microbe Genetics	



Sequestration in the News Correlates with Program Funding



Carbon Sequestration E-mail Newsletter

Subscribe for The Carbon Sequestration Newsletter

Each month, NETL publishes a short newsletter describing significant events related to carbon sequestration that have taken place over the past month. This newsletter is posted here on our website's [Reference Shelf](#) and distributed by e-mail. If you'd like to join the e-mail distribution list, please refer to the [Subscription Directions](#) page for more information as to "Subscribing" and "Unsubscribing" to our mailing list.



The Carbon Sequestration Newsletter

TABLE OF CONTENTS OCTOBER 2001

- Sequestration in the News
- Events/ Announcements from NETL's Carbon Sequestration Program
- Publications
- Legislative Activity

www.netl.doe.gov/products/sequestration/refshelf.html

Sequestration in the News	
Congress Shifts Focus Due to the terrorist attacks of September 11, the agenda in congress has been radically simplified to focus on national	A Greener Greenhouse NASA Satellites show plant growth in northern regions has been more vigorous over the past two decades. The

